

NBTA is Going Green in LA

Corporate social responsibility will be a core component of the 2008 NBTA International Convention & Exposition. Beginning with the registration brochure you're now reading. The brochure was printed on recycled paper using vegetable based inks by a Forest Stewardship Council (FSC) certified printer.

And we'll be printing less. Your registration bag will be noticeably lighter this year. The *Convention Journal & Exposition Guide*, usually included in the registration bag, will be mailed in advance to all NBTA Direct members and pre-registered attendees. A limited number of copies will be available on-site for walk-up registrations.

Only travel buyers will receive registration bag inserts. Suppliers will receive the Convention program, Schedule-at-a-Glance and Attendee Registration List in their registration bags. And we're asking Exhibitors limiting their printed materials and using environmentally friendly printing.

And speaking of the registration bag, this year it will be made of recycled plastic. Durable, functional and environmentally friendly, these bags help keep plastic out of the landfill. We hope that you'll take it home and reuse it for groceries, books, or a trip to the beach.

With its towering emerald green façade and progressive environmental programs, the Los Angeles Convention Center is literally a "Green Community" both physically and environmentally.

The largest solar energy-generating convention center in North America, the Los Angeles Convention Center offers 100% environmental-friendly service ware products and all food, food-soiled paper, and plants are composted or recycled. Nearly 800 high efficiency lighting units in the exhibit halls reduce electrical consumption by 50% while providing the same level of illumination.

All unused food from receptions and luncheons are distributed to local shelters. All eligible materials are recycled including cardboard; glass, aluminum, and plastic beverage containers; paper; metal; wood including pallets; toner/ink cartridges, as well as commingled recyclable materials.

You can help NBTA go green by registering online at www.nbtaconvention.org.